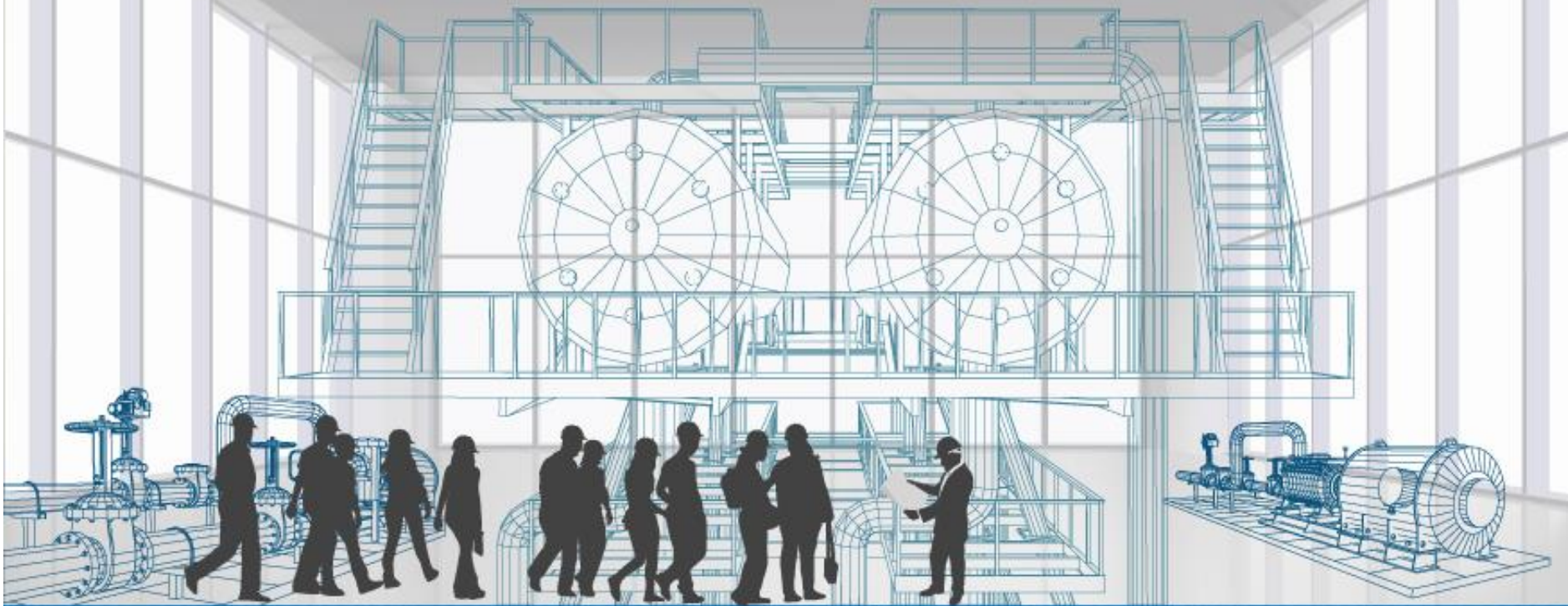




2016 ENERGY STAR[®] Industrial Showcase



Guidelines for Hosting a Showcase Event Webinar

What is an ENERGY STAR Industrial Showcase?

The Industrial Showcase is an event hosted at your facility in March 2016 to celebrate your ENERGY STAR achievements and share the environmental benefits with the community and key stakeholders. All companies with **2014 & 2015** ENERGY STAR certified plants or ENERGY STAR Challenge Achiever sites are invited to host a Showcase.



Why host an **ENERGY STAR** Industrial Showcase?

- Tell your company's ENERGY STAR story
- Use Showcase to celebrate corporate milestones
- Boost morale & pride among employees
- Enhance corporate citizenship
- Inspire a new generation
- Recruit future talent
- Engage community leaders, media, and business partners





Hosting an ENERGY STAR Industrial Showcase Event

Deadlines

- ✓ ENERGY STAR Certified Plant
 - Apply for 2015 certification by: **Nov 1, 2015**

- ✓ ENERGY STAR Challenge for Industry Achiever Site
 - Apply for 2015 recognition by: **Dec 31, 2015**

- ✓ Hosting an Industrial Showcase
 - Register your Showcase with ENERGY STAR by: **Jan 13, 2016**

Hosting an ENERGY STAR Industrial Showcase Event

Plan a Showcase Event

- Decide on a date during March 2016
- Secure management approval
- Register your Showcase event with ENERGY STAR
- Determine the time & length of event
- Determine the format (presentation, facility tour, roundtable, virtual tour)
- Tell employees about Showcase event
- Decide who to invite
 - Include students, local & state organizations, elected officials, professional associations, suppliers, business partners, and other stakeholders
- Send the invitations
 - Provide directions to facility, plan for guest parking, entry to facility, and information needed from visitors etc.
- Create a way for invitees to register for your Showcase event
- Track and confirm RSVPs
- Promote your Showcase as a public/private event to stakeholders



Hosting an ENERGY STAR Industrial Showcase Event

Organize a Facility Tour or Presentation

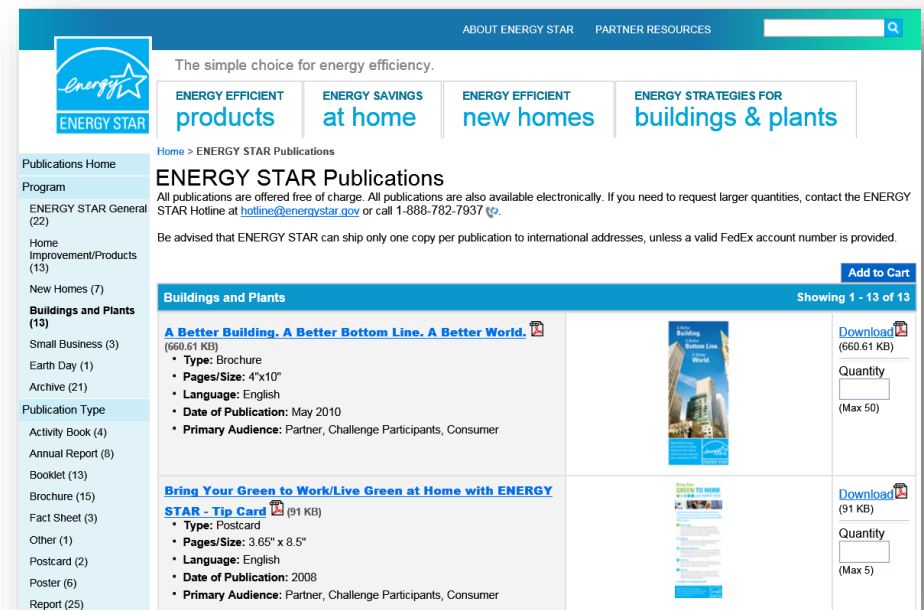
- Assemble internal planning group, include:
 - Plant Manager
 - Champion (detail oriented)
- Create a headline for your Showcase event, example:
“Engaging the Community in Saving Energy with ENERGY STAR”
- Create welcome address
- Prepare talking points for plant tour, include ENERGY STAR achievements
- Establish look and feel of welcome area
- Create name badges for guests and staff
- Secure a photographer(s)
- Determine required safety equipment needed for visitors
- Determine what systems/operations you will show during the tour



Hosting an ENERGY STAR Industrial Showcase Event

Prepare Literature and Display

- Create ENERGY STAR Showcase poster
- Gather company literature and materials related to energy savings
- Include materials to show visitors how they can participate in saving energy at home, school, and work with ENERGY STAR
- Order resources from ENERGY STAR Publications library
- Write a media advisory
- Prepare a message from the CEO

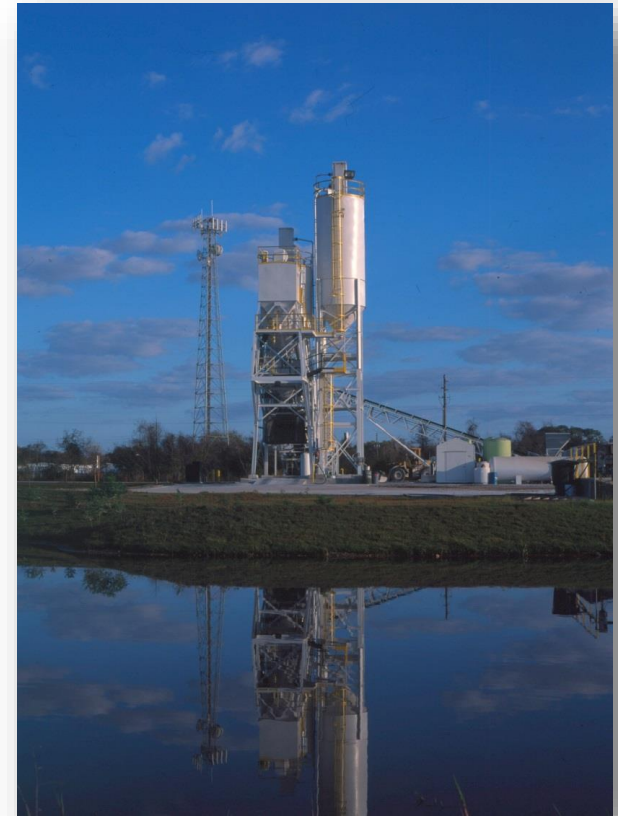


The screenshot shows the ENERGY STAR Publications website. The header includes the ENERGY STAR logo and navigation links: ABOUT ENERGY STAR, PARTNER RESOURCES, and a search bar. Below the header, there are four main categories: ENERGY EFFICIENT products, ENERGY SAVINGS at home, ENERGY EFFICIENT new homes, and ENERGY STRATEGIES FOR buildings & plants. The main content area is titled "ENERGY STAR Publications" and includes a sidebar with a list of publications categorized by Program (ENERGY STAR General, Home Improvement/Products, New Homes, Buildings and Plants, Small Business, Earth Day, Archive) and Publication Type (Activity Book, Annual Report, Booklet, Brochure, Fact Sheet, Other, Postcard, Poster, Report). The main content area displays a list of publications under the "Buildings and Plants" category, showing 13 items. The first item is "A Better Building. A Better Bottom Line. A Better World." (660.61 KB), which is a brochure (4"x10") published in May 2010, intended for Partner, Challenge Participants, and Consumer. The second item is "Bring Your Green to Work/Live Green at Home with ENERGY STAR - Tip Card" (91 KB), which is a postcard (3.65" x 8.5") published in 2008, also intended for Partner, Challenge Participants, and Consumer. Each item has a "Download" button and a "Quantity" field (Max 50 for the first item, Max 5 for the second).

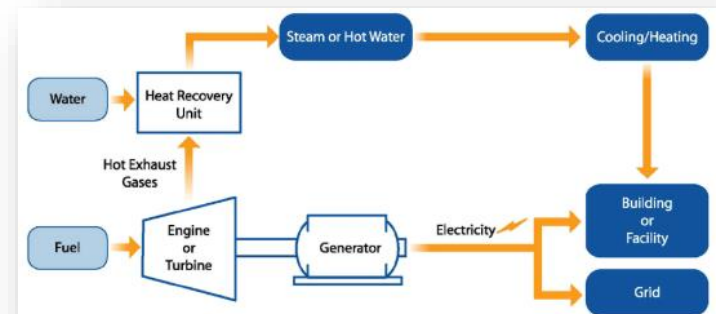
Hosting an ENERGY STAR Industrial Showcase Event

Showcase Event Day

- Welcome guests
- Provide safety equipment to guests
- Take notes and lots of pictures
- Conduct facility tour and presentation
- Share insights about your business, energy management and ENERGY STAR
- Have the plant operating during tour
- Show visitors how your operation works
- Encourage visitors to be active participants



Source: CEMEX Kissimmee Ready Mix 2004



Hosting an ENERGY STAR Industrial Showcase Event

Follow Up After the Event

- Thank guest and employees
- Share photos with EPA, the press and recap the event on social media
- Highlight the Showcase on your website, social media and in publications
- Include Showcase activities in your 2017 ENERGY STAR Partner of the Year application



Hosting an ENERGY STAR Industrial Showcase Event

Quick Planning Guide

- ✓ **Register your Showcase event with ENERGY STAR**
 - Select a date in March 2016 to host your event
 - Secure management approval
- ✓ **Decide who you will invite**
 - Create a way for attendees to register for your event
 - Include schools, local & state organizations, elected officials, professional associations, suppliers, business partners, and other stakeholders
- ✓ **Promote your event**
 - Use social media, press release, email, in-person engagement, and other forms of outreach
- ✓ **Host your Showcase in March 2016**
 - Conduct plant tour and presentation
- ✓ **Follow up after Showcase & share successes**
 - Use social media, your website, and publications to highlight Showcase
 - Include activities in your ENERGY STAR Partner of the Year application

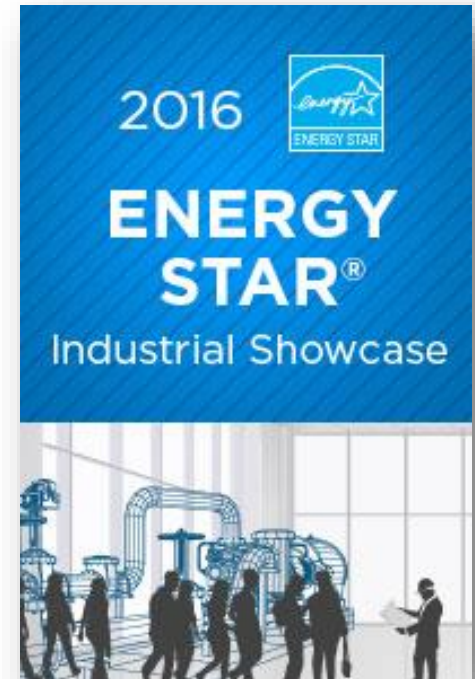


Hosting an ENERGY STAR Industrial Showcase Event

Industrial Showcase Webpage

- Showcase event registration
- Showcase checklist and webinar slides
- Artwork for web banners, posters, invitations
- Sample social media content
- List of Showcase host companies and facilities
- Links to Industrial webpages
- Link to ENERGY STAR Publications

Alias: energystar.gov/industrialshowcase





Hosting an ENERGY STAR Industrial Showcase Event

Insights & Questions

EPA Industrial Team

Showcase contact

- Karen P. Butler, EPA butler.karen@epa.gov

Technical contacts

- Betsy Dutrow, EPA dutrow.elizabeth@epa.gov
- Walt Tunnessen, EPA tunnessen.walt@epa.gov

Thank you and make your Showcase a celebration of your ENERGY STAR achievements!